

advance monthly
RETAIL SALES



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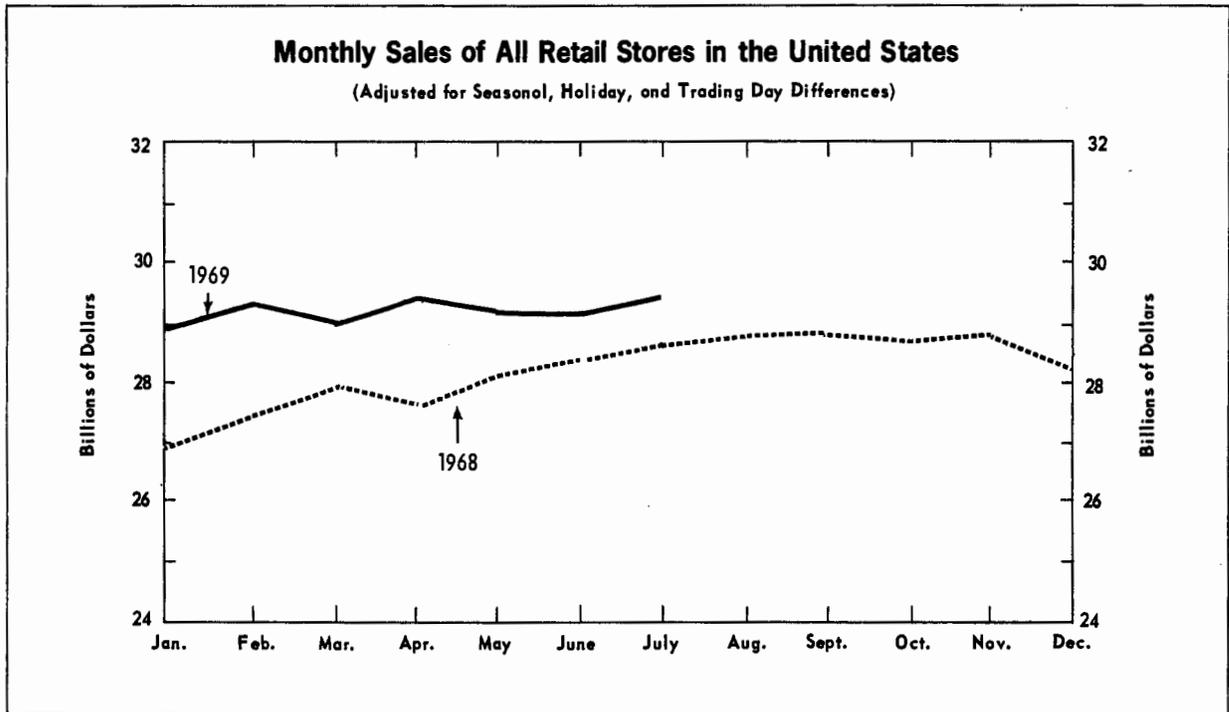
JULY 1969

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in July were estimated at \$29.4 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$29.5 billion. The advance estimate, after adjustment, was about one half of one percent above June sales and about 3 percent above July sales last year. Adjusted May-through-July sales averaged about 1 percent above the prior three months and 4 percent above the comparable period a year ago.

After adjustment, most major nondurable goods store categories showed increases over June, while most major durable goods store groups decreased

from June. Average monthly sales for durable goods stores during the May-through-July period were about the same as the average for the prior 3 months, while the average for nondurable goods stores for the comparable period increased 1 percent. The year-to-year gain in the 3-month average for durable goods stores was about 3 percent and about 4 percent for nondurable goods stores.

Based on the full sample, the total U. S. unadjusted sales estimate for June was about \$0.4 billion above the \$29.2 billion published earlier in the June Advance Monthly Retail Sales report released July 10, 1969. The seasonally adjusted sales for June as revised were virtually unchanged from May.



Data on the retail trade published in the Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and the Annual Retail Trade Report are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at \$6.00 per year. Single copies of the Advance Monthly Retail Sales Report are available from the Bureau of the Census, Washington, D.C., 20233, at 10¢ each.



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
 Rocco C. Siciliano, Under Secretary
 William H. Chartener, Assistant Secretary for Economic Affairs
 BUREAU OF THE CENSUS A. Ross Eckler, Director

The July sales figures are based on advance reporting of a small subsample of the Census Bureau's panel of retail firms. Beginning with the October 1967 report, the advance figures have been modified on the basis of the relationship between the advance estimates and full sample estimates. The advance estimates are subject to revision by estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged

0.9 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 0.9 percent for general merchandise stores to 4.2 percent for the lumber group.

It should be noted that even for figures derived from the full sample, sales movements from one month to the next tend to be relatively irregular. Data for several months are generally required to indicate the underlying trend.

SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

Part A. NOT ADJUSTED for seasonal variations or trading day differences

| Kind-of-business group | Sales (millions of dollars) | | |
|---|-----------------------------|--------------------|--------|
| | 1969 | | 1968 |
| | July ¹ | June ² | July |
| Retail stores, total ³ | 29,434 | 29,591 | 28,542 |
| Durable goods stores, total ³ | 9,835 | 10,204 | 9,696 |
| Nondurable goods stores, total ³ | 19,599 | 19,387 | 18,846 |
| Food group..... | 6,434 | ^r 6,125 | 6,196 |
| Grocery stores..... | 6,002 | ^r 5,712 | 5,766 |
| Eating and drinking places..... | 2,397 | 2,306 | 2,287 |
| General merchandise group with nonstores..... | 4,403 | ^r 4,575 | 4,222 |
| General merchandise group without nonstores (except department stores mail order)..... | 3,946 | ^r 4,123 | 3,800 |
| Department stores..... | 2,696 | ^r 2,843 | 2,538 |
| Apparel group..... | 1,478 | 1,547 | 1,421 |
| Furniture and appliance group..... | 1,473 | 1,440 | 1,393 |
| Lumber, building, hardware, farm equipment group..... | 1,819 | 1,819 | 1,797 |
| Automotive group..... | 5,761 | 6,143 | 5,773 |
| Gasoline service stations..... | 2,240 | 2,178 | 2,197 |
| Drug and proprietary stores..... | 955 | 954 | 938 |

Part B. ADJUSTED for seasonal variations and trading day differences

| Kind-of-business group | Percentage change, July 1969 from-- | | Sales (millions of dollars) | | | | | Percentage change, June 1969 from-- | |
|---|-------------------------------------|-----------|-----------------------------|--------------------|--------|--------|--------|-------------------------------------|-----------|
| | June 1969 | July 1968 | 1969 | | | 1968 | | May 1969 | June 1968 |
| | | | July ¹ | June ² | May | July | June | | |
| Retail stores, total ³ | +½ | +3 | 29,481 | 29,337 | 29,386 | 28,674 | 28,320 | 0 | +4 |
| Durable goods stores, total ³ ... | -1 | +2 | 9,465 | 9,545 | 9,481 | 9,313 | 9,197 | +1 | +4 |
| Nondurable goods stores, total ³ .. | +1 | +3 | 20,016 | 19,792 | 19,905 | 19,361 | 19,123 | -1 | +3 |
| Food group..... | | | | ^r 6,255 | 6,312 | 6,148 | 6,172 | -1 | +1 |
| Eating and drinking places..... | | | | ^r 2,190 | 2,186 | 2,068 | 2,114 | 0 | +4 |
| General merchandise group with nonstores..... | | | | ^r 4,837 | 4,844 | 4,730 | 4,488 | 0 | +8 |
| General merchandise group without nonstores (except department stores mail order)..... | | | | ^r 4,374 | 4,397 | 4,290 | 4,075 | -1 | +7 |
| Apparel group..... | | | | 1,656 | 1,665 | 1,655 | 1,595 | -1 | +4 |
| Furniture and appliance group..... | | | | 1,483 | 1,436 | 1,406 | 1,386 | +3 | +7 |
| Lumber, building, hardware, farm equipment group..... | | | | 1,628 | 1,660 | 1,615 | 1,565 | -2 | +4 |
| Automotive group..... | | | | 5,625 | 5,516 | 5,523 | 5,489 | +2 | +2 |
| Gasoline service stations..... | | | | 2,080 | 2,119 | 2,052 | 2,050 | -2 | +1 |
| Drug and proprietary stores..... | | | | 978 | 996 | 967 | 953 | -2 | +3 |

Source: Bureau of the Census.

¹Advance sample estimates. ²Preliminary estimates of full sample.

³Totals include data for kinds of business not shown separately.

^rRevised.